



The Institute for Graphic Communication

announces a newly revised conference

INTERACTIVE IMAGES ON CD-ROM & WORM

AN IN-DEPTH FOCUS ON APPLICATIONS WHICH EMPHASIZE
INTERACTIVE ACCESS TO IMAGE DATA

An intensive conference of limited registration
to be presented at the

**IGC Conference Center
MONTEREY BEACH HOTEL
MONTEREY, CALIFORNIA
SEPTEMBER 14-16, 1987**

Conference Focus:

Case studies, current applications, market opportunities, industry trends, and "How to make it happen using CD-ROM and WORM!" will be discussed in this two and one-half day conference. Image information systems based on both read only and Write Once optical media such as CD-ROM and WORM will be thoroughly discussed and analyzed as the primary focus of this conference. CD-I and other multimedia topics will be discussed as a subset of this embryonic industry. In addition user interface and marketing issues will be addressed by experts. A special feature will be a series of case studies and demonstrations. From these presentations the attendees will learn how to put this technology to work for their organizations. The conference leaders are all experts who are active participants in creating, marketing, or end user support in this embryonic industry. The opportunity to learn from the experiences of these pioneers is indeed unique.

Attendee Benefits:

- Achieve currency on activities in this embryonic marketplace
- Enhance your understanding of image information distribution using CD-ROM, WORM and CD-I
- Understand the fundamentals required to get started with image data on CD-ROM, WORM and CD-I
- Understand the purpose of major tasks required for optically based systems development
- Know who the key vendors are and the major differences between their products
- Learn from the pioneers how to profitably use this new technology

Conference Chairman:

- John C. Gale — Information Workstation Group

Conference Leaders:

- Anne Armstrong — CD-Data Report
- Bryan Brewer — Earth View
- Ann S. M. Clarke — British Library
- Ellsworth B. Clark — NEC Information Systems — AFIS
- William H. Fitler, Jr. — Sony Corporation of America
- Bert Gall — Philips Subsystems & Peripherals Inc.
- Clifford A. Lynch — University of California
- Stan Marder — Advanced Graphics Applications, Inc.
- Brower Murphy — The Library Corporation
- Tim Oren — Apple Computer
- Joseph W. Price — Library of Congress
- John A. Schaub — Brodart Automation

Monday, September 14, 1987

4:00-5:45 P.M.— Arrival and registration at Conference Site (See Arrival Information), time to unpack and familiarize yourself with the site and its surroundings.

5:45 P.M. — Social Reception

7:00 P.M. — Dinner

8:30 P.M. — Introductory Session, including a brief orientation on IGC, general introduction of conference participants and subject matter; outline of conference objectives.

9:00 P.M. — SESSION 1

CD-ROM vs WORM vs CD-I

John C. Gale — Information Workstation Group

- Product implementation forecast
- The technologies introduced
- When each provides a sound business strategy
- Product and system development tools
- Portability and searchability
- Mastering and replication

Tuesday, September 15, 1987

7:30 - 8:15 A.M. — Breakfast served

8:30 A.M. — SESSION 2

Image Databases Which Span 25 + 12" WORM Discs

E. B. Clark — NEC Information Systems — AFIS

- NEC WORM performance in an NEC time-sharing environment
- Indexing 20,000,000 fingerprint images (110,000 Bytes each)
- Real time vs daily updates from a system management perspective
 - Directory maintenance issues
 - Using magnetic media for "grunt work"
- Precision of display vs image compression at varying gray scale levels
- Decision making based on optically stored images
- Lessons learned from installing 11 systems with a total of 100 plus WORM drives

200,000 Page Images on WORM Disc

Joseph W. Price — Library of Congress

- System development
 - Costs
 - Timeframes
 - Acceptance testing
- Quality assurance for scanned images
- End user reactions
 - User interface
 - Image browsing
 - Search capabilities
- Intellectual property right issues for internal systems
- Archival disc life experiments

WORM as a CD-ROM Simulation and Pre-mastering Tool

Stan Marder — Advanced Graphic Applications, Inc.

- Simulating databases with image and audio data
- A single user or LAN file server system for under \$17,000
- Using WORM discs to master CD-ROM at 3M

Integrating WORM Drives in Mainframes and Networks

Stan Marder — Advanced Graphics Applications, Inc.

- Using conventional file structures with image databases on optical media
- Audio records of bank account transfer requests
- Telephone access to audio records of radiological test results
- Network implementations
 - IBM Token Ring and MS-Net
 - 2,000,000 page images of medical records
- Engineering drawings at GTE
 - Vidar scanner in an AT environment

12:30 P.M. — Luncheon

1:45 P.M. — SESSION 3

CD-I Reviewed

Bert Gall — Philips International B.V.

- Final "Green Book" specifications
- Progress in developing CD-I programs

LV-ROM an Evolution in Multimedia Capabilities

Bert Gall — Philips International B.V.

- Multimedia capabilities
 - LV-ROM vs CD-I vs CD-ROM et al
- The Domesday Project overview
- Future digital video standards
- **Demonstration** of Domesday Disc as an example of future CD-I capabilities

A "Text Only" Application: Why We Added Audio and Graphics

Brower Murphy — The Library Corporation

- Audio enhanced user interface
- Selective message delivery with images
- Customer reactions to audio output in "Quiet" areas
- Image system development problems
 - Distortion
- CD-ROM vs Micrographics
- Overlaying image displays with text
- Audio as a competitive weapon at trade shows
- End user hardware configuration for optimal price performance
- **Demonstration** of audio interface to a CD-ROM system

CD-ROM vs Online Services

John A. Schaub — Brodart Automation

- Compression 3:1 for bibliographic records
 - Field specific compression algorithms

— Input
How to deliver 12,000,000 records in an AT environment: The same database delivery capabilities as a major online host

The current opportunity for distributed processing vs host based systems

- Customer support experiences for 500 systems which support a population of 10,000,000 people
- Lessons learned in mastering 30 CD-ROM discs
- System **Demonstration**

The New Multimedia: CD-I vs CVD

Anne Armstrong — CD-Data Report

- Business plans vs technology
- Motion video capabilities
- Industry perceptions
- Managing expectations

Hypertext, Hypermedia: The Look, Touch and Experience

Tim Oren — Apple Computer

- Image and sound acquisition for Apple systems
- Multimedia development tools for the Apple environment
- Portrait galleries: using images as browsing indices information
- Touring: real time passage through information
 - Computer guided
 - Point of view tours
 - Stop This Show, I want to get off (here)
 - Recognition and emotional power of Graphics
- **Demonstrations** of CD-ROM based systems will illustrate these techniques

6:15 P.M. — Adjournment

Evening free for time to enjoy Monterey and Carmel. Whatever you do, be sure not to miss the abundant local seafood and renowned ethnic restaurants.

Wednesday, September 16, 1987

7:30 - 8:45 P.M. — Breakfast served

9:00 A.M. — SESSION 4

Strategic Issues for Networking and Optical Systems

Clifford A. Lynch — University of California

- Today's networking environment
 - NSF initiatives
- Realities of data transfer
 - Protocol bottlenecks: when 10 Mbit networks deliver less than 200 Kbits
 - Prospects for fiber optic networks
- Image delivery requirements
 - Document delivery
 - Medical imaging
 - Scientific imaging
- Applications issues
 - Bit maps, text, or post script?
 - Progressive transmission vs painting line by line

John A. Schaub, Vice President of Library Automation, Brodart Automation, San Diego, California

Mr. Schaub is in charge of Brodart's Library Automation Division, a national supplier of automation products and services to public, academic and school libraries, and a leader in the use of CD-ROM technology in libraries. Prior to Brodart, Mr. Schaub was President of Information Management Corp., a computer consulting firm. He holds a Masters Degree in Mathematics from Purdue University.

REGISTRATION INFORMATION

Attendance: To make IGC conferences more beneficial to those who attend, meetings are held in secluded areas to minimize distractions and registrations are limited to allow active dialogue and thereby insure maximum information transfer between participants. The thrust of the meeting is to explore directions, trends, and opportunities so that participants will find the conference an ideal setting to discover what others in this field are thinking, planning and doing. Attendees should greatly benefit from the exchange of hard information and the spirit of open inquiry that form the hallmark of the IGC small-group intensive style of conference.

Registration fee: There are two options:

1. **\$845**—This fee includes five meals during the conference, one reception, three coffee breaks, handout materials and transportation between the Monterey Airport and hotel.
2. **\$795**—Each additional registrant from the same company location if registered together before the conference. This reduced rate is not available at the conference or thereafter.

Registrations are accepted on a first come, first served basis.

Hotel accommodations are **not** included and are the responsibility of individual registrants.

Please make room registrations directly with the Monterey Beach Hotel.

A block of rooms has been set aside at a special rate for IGC registrants. Early booking is advised since the hotel will release any remaining unsold rooms 2 weeks prior to the conference. Any remaining requests will be sold on a first come first served basis.

To obtain a special conference rate, you must mention when registering that you are with the Institute for Graphic Communication conference group.

Rates at the hotel are \$69-\$89 per night

Cancellation Policy: Registrants who find it necessary to cancel Conference registrations prior to 7 days before the beginning of any conference will receive a complete refund of any fees paid to IGC for participation in said conference. Registrants who cancel during the 7-day period prior to the beginning of the Conference will be liable for a \$150 fee for the Conference in question. Registrants who must cancel during the final week before the Conference may avoid the \$150 forfeiture by leaving the Conference Fee paid in our transfer account for use at a future IGC conference of the registrant's choice. This choice is not available to registrants who fail to notify our office of their cancellation. They are liable for \$150. Substitutions may be made at any time.

Transportation: Currently there are many low-cost air fares available from coast to coast for around \$198-600 round trip. We suggest you check with Continental, Republic, Northwest, UA, TWA, Delta, AA, Braniff, and Continental.

Location/Arrival: The Monterey Beach Hotel is located on beautiful Del Monte Beach, adja-

cent to Highway One, just three miles from the Monterey Airport. It is the only year-round beachfront resort on the Monterey Peninsula; an area offering some of the most exquisite scenery in the United States, unusual boutiques, exemplary restaurants, fine sport facilities and a magnificent climate. Transportation will be provided from the Monterey Airport to the hotel via courtesy bus. To receive transportation, call the hotel from the specifically designated "Monterey Beach Hotel" telephone at the Monterey Airport.

For Further Information Contact:

INSTITUTE FOR
GRAPHIC COMMUNICATIONS
375 Commonwealth Avenue
Boston, MA 02115
Tel: (617) 267-9425
Telex: 928064

During the conference contact:

Monterey Beach Hotel
Monterey, California
Tel: (408) 394-3321

Professional Certificates will be awarded to all participants

INSTITUTE FOR GRAPHIC COMMUNICATION, INC.

Is a group of scientists, inventors, legal, financial, and marketing specialists internationally recognized for their accomplishments in fields relating to the imaging disciplines. Additional IGC services include consultation, research and development, and special reports. Founded in 1969.

President: Philip E. MacLean
Director of Conferences: Richard D. Murray
Conference Manager: Cynthia S. Hornketh

IGC is a Gorham International
Company, a R & D contractor



REGISTRATION

**INTERACTIVE IMAGES ON CD-ROM & WORM
MONTEREY BEACH HOTEL, MONTEREY, CALIFORNIA
SEPTEMBER 14-16, 1987**

NAME _____
TITLE _____
ORGANIZATION _____
STREET _____
CITY _____
STATE _____ ZIP _____
COUNTRY _____
TELEPHONE OFFICE _____
TELEX _____
FAX _____

Mail registration application with fee to:

Conference Registrar
INSTITUTE FOR GRAPHIC COMMUNICATION
375 Commonwealth Ave.
Boston, Mass. 02115
Tel. (617) 267-9425

Make check payable to:

Institute for Graphic Communication, Inc.
in U.S. funds on U.S. bank

IGC-styled conferences have an international reputation for disseminating maximum useful information in minimum time. Call Dick Murray — Conference Director — at 617-267-9425 to see whether or not someone from your organization has attended one.